



LIFETIME[®]
Big SUGAR
GRAVEL

PRESENTED BY  **mazda**

**ATHLETE
GUIDE**

2023

LIFETIME[®]

WELCOME!

This document covers the **Big Sugar Gravel 100-mile and 50-mile** and is intended to provide event participants with all the information they will need to prepare for a successful and rewarding **Life Time Big Sugar Gravel presented by Mazda** experience.



EVENT SCHEDULE

THURSDAY, OCTOBER 19TH

- 3:00 P.M. - 7:00 P.M.** Expo Open
LOCATION: [Bentonville City Square](#)
- 3:00 P.M. - 7:00 P.M.** Packet Pickup
LOCATION: [Bentonville City Square](#)
- 7:00 P.M. - 10:00 P.M.** Bike Rack Brewing Social Hour
LOCATION: [Bike Rack Brewing](#)

FRIDAY, OCTOBER 20TH

- 10:00 A.M. - 7:00 P.M.** Expo Open
LOCATION: [Bentonville City Square](#)
- 10:00 A.M. - 7:00 P.M.** Packet Pickup
LOCATION: [Bentonville City Square](#)



SATURDAY, OCTOBER 21ST

- 7:30 A.M.** 100 Mile Start
LOCATION: [Main Street](#)
- 8:30 A.M.** 50 Mile Start
LOCATION: [Main Street](#)
- 7:30 A.M. - 1:00 P.M.** Farmer's Market Open
LOCATION: [Bentonville City Square](#)
- 8:00 A.M. - 12:00 P.M.** Pineville Checkpoint Open
LOCATION: [Pineville, MO](#)
12:00 P.M. CUTOFF TIME
- 8:00 A.M. - 4:00 P.M.** Whistling Springs Checkpoint Open
LOCATION: [Whistling Spring Brewery](#)
4:00 P.M. CUTOFF TIME
- 2:00 P.M.** Pro Awards
LOCATION: [Finish Line](#)
- 2:30 P.M.** 50-Mile Category Awards
LOCATION: [Finish Line](#)
- 4:00 P.M.** 100-Mile Category Awards
LOCATION: [Finish Line](#)
- 6:30 P.M.** Finish Line Cutoff Time
- 6:00 P.M. - 11:30 P.M.** After Party
LOCATION: [TBD](#)

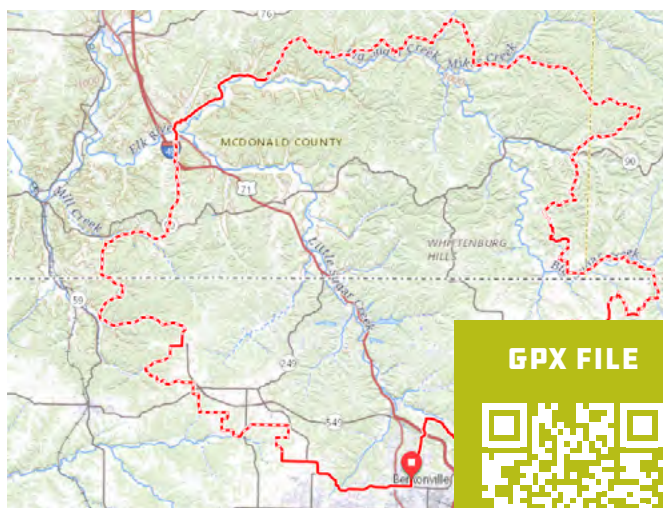
BIG SUGAR COURSE INFORMATION

Big Sugar is an ultra-endurance bicycling challenge, held on the gravel roads through the Northwest region of Arkansas and Southwest region of Missouri.

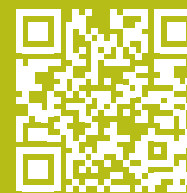
This 104.4 mile route will leave downtown Bentonville under police escort, traveling west and then north into Southern Missouri. The route will feature two official checkpoint locations where riders will be allowed to meet their support crews.

Big Sugar will utilize a **single-loop format**. Although some blacktop roads will be necessary from time to time, the majority of the course will be on gravel and dirt roads. Some of these roads receive little to no maintenance throughout the year and can be quite primitive in nature. There are also many blind corners while traversing the course. All riders are required to stay right of center on all roads, even if a centerline is not present. In the event of inclement weather, gravel and dirt roads can become mud roads. Riders are therefore encouraged to prepare their bikes, their bodies, and their minds to be ready for any and all possible conditions.

This course will have very limited directional markings. Be prepared to navigate for yourself with a GPS unit or cue sheets.



GPX FILE



CLICK OR SCAN

COURSE OVERVIEW

- > **DISTANCE** 104.4 Miles
- > **ELEVATION GAIN:** ~7,000'
- > **START/FINISH**
[Downtown Bentonville](#)
- > **TWO OFFICIAL CHECKPOINTS**
Stocked with UnTapped Products
Support Crews **ALLOWED**
Checkpoint #1 - Mile 38.0 | [Pineville, MO](#)
Checkpoint #2 - Mile 74.0 | [Whistling Spring Brewery](#)
- > **TWO WATER OASIS**
WATER ONLY
Support Crews **NOT ALLOWED**
Water Oasis #1 - Mile 58.0
Water Oasis #2 - Mile 88.0

BIG SUGAR COURSE INFORMATION

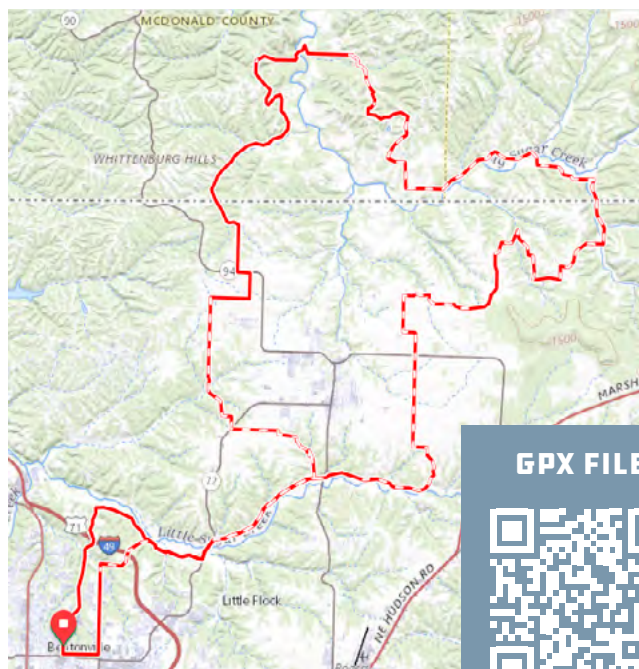
This 53.9 mile route will leave downtown Bentonville under police escort, traveling north into Southern Missouri.

This course will utilize a **single-loop format**. Although some blacktop roads will be necessary from time to time, the majority of the course will be on gravel and dirt roads. Some of these roads receive little to no maintenance throughout the year and can be quite primitive in nature. There are also many blind corners while traversing the course. All riders are required to stay right of center on all roads, even if a centerline is not present. In the event of inclement weather, gravel and dirt roads can become mud roads. Riders are therefore encouraged to prepare their bikes, their bodies, and their minds to be ready for any and all possible conditions.

This course will have very limited directional markings. Be prepared to navigate for yourself with a GPS unit or cue sheets.

IMPORTANT NOTES!

- › At mile 8.2 the course turns off of Ryan Rd onto a trail through private property. This turn will be marked but be on the lookout!



CLICK OR SCAN

COURSE OVERVIEW

- › **DISTANCE**
53.9 Miles
- › **ELEVATION GAIN:**
~3,500'
- › **START/FINISH**
[Downtown Bentonville](#)
- › **ONE OFFICIAL CHECKPOINT**
Stocked with UnTapped Products
Support Crews **ALLOWED**
Checkpoint #1 - Mile 23.7 | [Whistling Spring Brewery](#)
- › **ONE WATER OASIS**
WATER ONLY
Support Crews **NOT ALLOWED**
Water Oasis #1 - Mile 37.2

CHECKPOINTS & SUPPORT CREWS

CHECKPOINT AMENITIES

There are two official checkpoint locations for 100-mile and one checkpoint for 50-mile. The following amenities will be available at the neutral aid stations at each checkpoint:

- › Water
- › Mapleade Drink Mix
- › Potato Chips
- › UnTapped Maple Syrup
- › Pickles
- › Cookies
- › Waffles
- › Bananas
- › Other Snacks

CHECKPOINT LOCATIONS

100-MILE

› CHECKPOINT #1

Mile 38.0

Support Crews **ALLOWED**

LOCATION:
[Pineville, MO](#)

PARKING:
For parking info see *page 9*

CUT OFF TIME:
12:00 P.M.

› CHECKPOINT #2

Mile 74.0

Support Crews **ALLOWED**

LOCATION:
[Whistling Spring Brewery](#)

PARKING:
For parking info see *page 10*

CUT OFF TIME:
4:00 P.M.

50-MILE

› CHECKPOINT #1

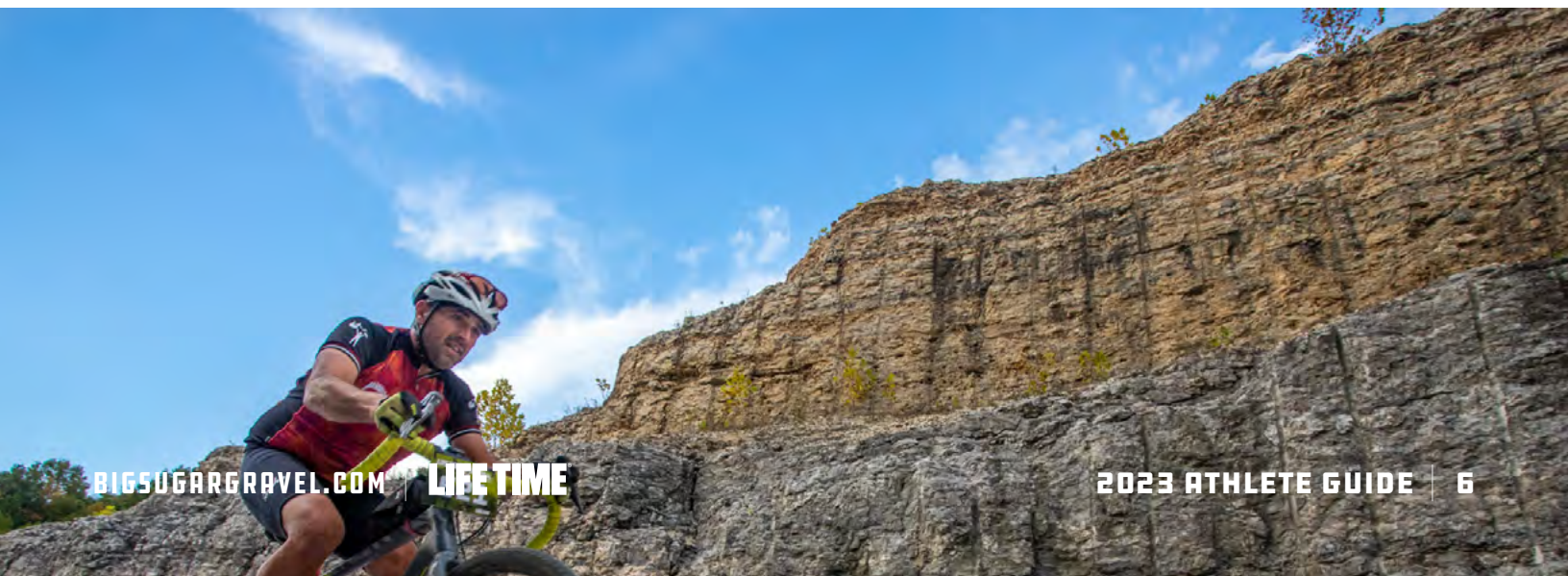
Mile 23.7

Support Crews **ALLOWED**

LOCATION:
[Whistling Spring Brewery](#)

PARKING:
For parking info see *page 10*

CUT OFF TIME:
4:00 P.M.





SUPPORT CREWS

- › Crews can help their riders out at **BOTH** the Pineville and Whistling Springs Checkpoints this year!
- › Support Crews are **NOT** allowed to provide assistance to their athletes outside of Official Checkpoints (Pineville & Whistling Springs). Any athlete receiving assistance from their crew outside of Official Checkpoints will be **disqualified**.
- › Due to the rural roads and challenging terrain of the course, support crews will **NOT** be allowed out on course to pick up riders who need to abandon. The event will provide SAG Jeeps that will pick up abandoning riders.
 - › If you wish to be picked up by your support crew, please make your way to a location that does not impede the course.
 - › The SAG Jeeps can take you to the nearest checkpoint if you do not have another option.
 - › Shuttles are available at the checkpoints to carry riders and bikes back to Bentonville
 - › If you need to call for help, use the **BIG SUGAR HOTLINE: 719-257-3938**



PARKING

PACKET PICK-UP/EXPO

DOWNTOWN BENTONVILLE

› Parking locations in Downtown Bentonville are denoted on the map below.

START/FINISH

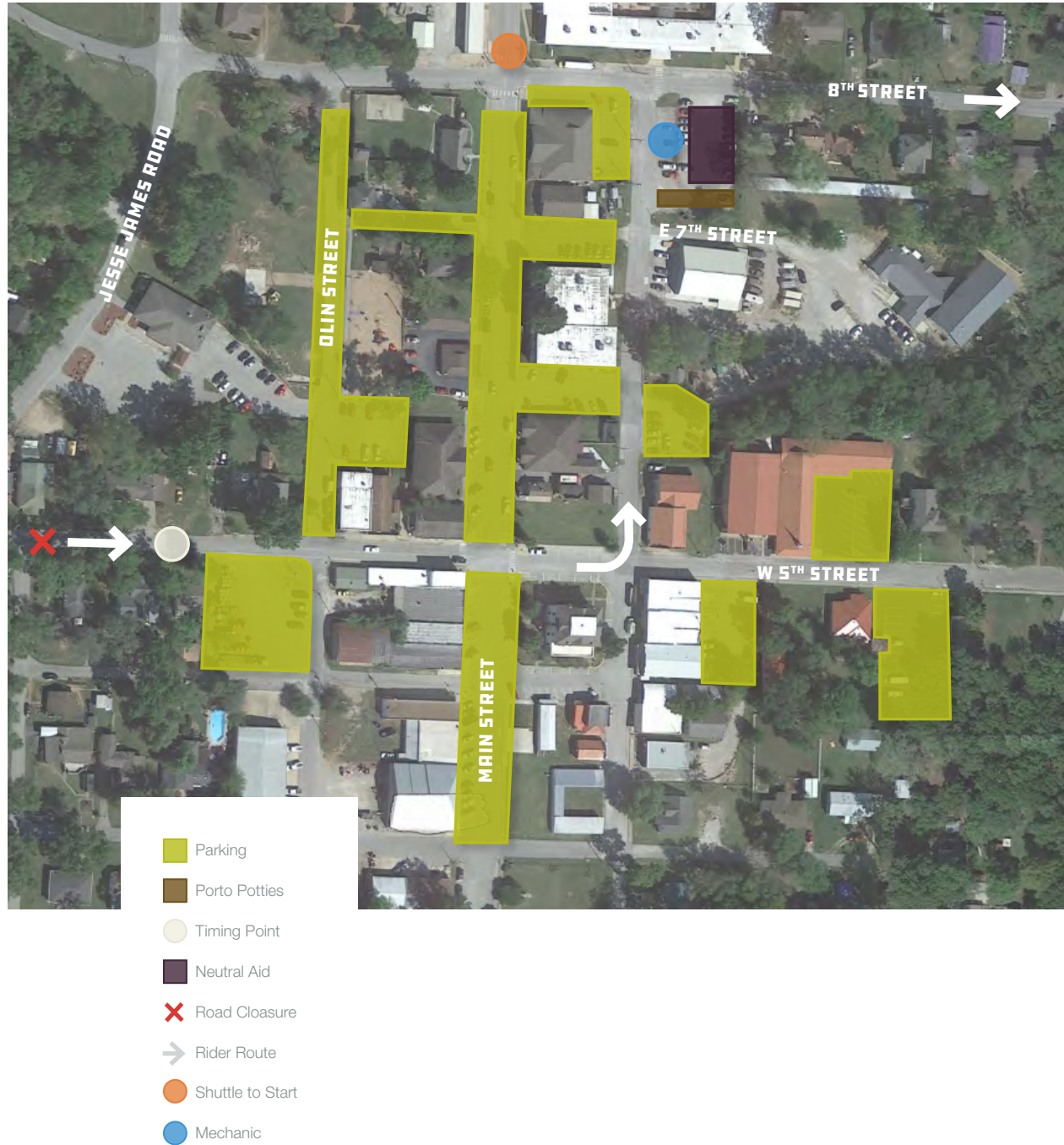
DOWNTOWN BENTONVILLE

› Parking locations in Downtown Bentonville are denoted on the map below.



PINEVILLE, MO CHECKPOINT









› Parking locations in Pineville are denoted on the map below:



Neutral Mechanical Support available next to aid station and provided by Orange Seal

WHISTLING SPRINGS BREWERY CHECKPOINT

- › Crews will be allowed at Whistling Springs Brewery Checkpoint this year
- › **BE CAREFUL** due to narrow roads, Whistling Springs will have metered traffic to ensure the safety of riders. We **STRONGLY** encourage carpooling to this checkpoint.
- › Parking will be available on the NORTH end of the property marked on the following map to the right:

-  All Crew Parking
-  Neutral Aid
-  Timing Point
-  Porto Potties
-  Rider Route
-  Driving Route
-  Shuttle to Start
-  Mechanic



Neutral Mechanical Support available next to aid station and provided by Shimano

AWARDS

SCHEDULE

2:00 P.M.	Pro Awards LOCATION: <i>Finish Line</i>
2:30 P.M.	50-mile Awards LOCATION: <i>Finish Line</i>
4:00 P.M.	100-mile Awards LOCATION: <i>Finish Line</i>



AWARD CATEGORIES

AWARDS WILL BE 3 DEEP IN EACH CATEGORY:

100-MILE

- › Pro Men
- › Pro Women
- › 19 & Under Men
- › 20-29 Men
- › 30-39 Men
- › 40-49 Men
- › 50-59 Men
- › 60+ Men
- › 19 & Under Women
- › 20-29 Women
- › 30-39 Women
- › 40-49 Women
- › 50-59 Women
- › 60+ Women
- › Singlespeed Women
- › Para Women
- › Non-binary Open
- › Fatbike Open
- › Tandem Open

50-MILE

- › Open Men
- › Open Women
- › Para Men
- › Para Women
- › Non-binary Open
- › Men's E-bike
- › Women's E-bike
- › Tandem Open

NOTE:

For all classifications and distances, "Racing Age" is based on the Rider's age as of October 22nd, 2023. Minimum age requirement for either distance is 16 years of age. "Tandem" is defined as a solitary bicycle frame with two wheels, designed to be operated by two riders. No pull-behinds. No tag-alongs. No trailers. No "E-Bikes" are allowed in the 100 miler. E-Bikes are only allowed in the 50-mile distance. No exceptions. We reserve the right to add, combine, and/or delete classes.

EVENT RULES

PLEASE READ ALL & CAREFULLY... YOU ARE RESPONSIBLE FOR THESE RULES!

- 1** Big Sugar Gravel Athletes must utilize an approved bicycle. This bicycle must:
 - › Consist of a frame mounted on two wheels, one behind the other.
 - › Have a seat and have handlebars for steering.
 - › Be propelled solely by the operator via two pedals connected to the rear wheel by a chain or belt
 - › Have two hand-operated brakes (fixed gear and coaster brake bikes are not exempt from this rule)
 - › MAY NOT utilize aerobars, bar extensions, or clip on bar attachments of any kind
 - › The same bicycle frame must be utilized for the duration of the race. Other components may be swapped out in checkpoints. Athletes may assist each other on course with parts.
 - › Singlespeed riders must utilize the same gearing for the duration of the race.

- 2** Athletes must wear a helmet while operating their bicycle.

- 3** Athletes must pass over the timing mats at each of the official checkpoints. Cut-off times will be established for reaching each checkpoint for rider safety, based on an average of 10 mph. If you reach a checkpoint after the cut-off time, your time will not be scored and you will no longer be an official participant of the race.



- 4** Big Sugar Gravel athletes are responsible for themselves throughout the duration of the event. This includes:
 - › Navigation of the course.
 - › While we will mark significant turns on the course, you should not rely on course markings. We have navigation resources for you on our website which includes GPS files and cue sheets.
 - › Interaction with local vehicle traffic.
 - › Roads are open to the public and athletes are expected to follow all relevant bicycle laws.
 - › [Arkansas State Bicycle Laws](#)
 - › [Missouri State Bicycle Laws](#)

- 5** Support Crews, friends, and family members are NOT allowed on or near the course, except to pick up a rider who is abandoning the event. **IF A SUPPORT CREW VEHICLE IS SPOTTED ON COURSE, THEIR RIDER WILL BE DISQUALIFIED.**

- 6** Outside support is only allowed at official checkpoints, with these exceptions:
 - › Athletes may help other athletes with mechanical support, navigation assistance, or by any other means.
 - › Athletes may resupply at local businesses and stores along the route.
 - › Athletes may receive “neutral” support from local residents at a stationary location from which any other event participant could also receive aid.

PLEASE READ ALL & CAREFULLY... YOU ARE RESPONSIBLE FOR THESE RULES!

- 7** The primary route must be followed at all times. No short cuts or alternate routes are permitted.
- › If you intentionally exit the course for food, supplies, or any other reason, you must re-enter the course at the same spot at which you left.
 - › If you get lost, you shall make every reasonable attempt to backtrack to the point where you left the course; or to re-enter the course as soon as possible and without gaining an advantage.
 - › Note: “Advantage” is not defined by race position.

- 8** Athletes must remain within the primary boundaries of the roadway at all times.
- › If the roadway is bordered by fences, stay between them.
 - › If the roadway is in open range (no fences), stay out of the ditch and on the road.
 - › Leaving the roadway is cutting the course.
 - › Hopping the fence is trespassing on private property, and as such is punishable by law. We will fully cooperate with local law enforcement if needed.

- 9** Drafting on another event participant is allowed. Drafting on a non-participant cyclist, or on a motorized vehicle will result in disqualification.



- 10** Athlete “Race Plates” MUST be affixed to the front of the handlebars. Athlete “Race Plates” MUST NOT be bent, folded, wrapped around the head tube, or in any other position other than flat against the handlebars. Improper attachment of the race plate will cause timing chips not to register and may be cause for disqualification.
- 11** All athletes must attend Rider Sign-In on Thursday or Friday before race day to receive their event packet. (Full Schedule of Events will be available on the website closer to the event date).
- › A government-issued photo I.D. will be required to sign in.
 - › Event packets will be given out to registered athletes only. No one else can receive your pack for you.
 - › Sign-In will NOT be available on Saturday.

PLEASE READ ALL & CAREFULLY... YOU ARE RESPONSIBLE FOR THESE RULES!

- 12** The elite category includes these additional rules:
- › Racing for this category must be selected at time of race registration.
 - › While an athlete may self-select this category, Life Time reserves the right to change a rider's designation to their appropriate age group division prior to the race date, and will consult the rider before doing so.
 - › All athletes selecting to race in the pro/elite category will not be eligible for age group podiums.
 - › All pro/elite riders are subject to random drug testing.
 - › All other rules remain in place.
- 13** Challenges to event results must come from a registered participant, must be made either in-person, or via email to **big sugargravel@ltimevents.zendesk.com**, and must be received no later than 24 hours after closing of the race finish line.
- 14** All deferrals must be submitted to **big sugargravel@ltimevents.zendesk.com** no later than midnight on Wednesday, the day before packet pickup. You WILL NOT be able to pick up your packet if your entry is deferred to the next year.



PREPARATIONS

EQUIPMENT CHECKLIST

Each participant **must** carry with them (*on their body, or on their bike*) **every item** on this list:

- Cycling computer or GPS device
- Red tail light
- Front light
- Minimum of two liters of water or sports drink
- Two spare inner tubes
- Air pump or inflation system
- A cell phone to contact the “outside world” should you need help





ADDITIONAL SUPPLIES YOU SHOULD SERIOUSLY CONSIDER

- A GPS system to communicate your exact location to support or rescue personnel in the event of an emergency.
- Cash, debit card or credit card.
(To purchase food, water, supplies.)
- Small Rucksack / Hydration Pack
- Waterproof / Windproof Jacket
- Extra Thermal Top or Warm Layer
- An Emergency / Survival Blanket
- Food – Energy Bars, Gels, Chocolate, etc.
- Tire Levers
- Puncture Repair Kit
- Chain Tool
- Allen Wrench Set
- Spoke Wrench
- First Aid Kit
- Chamois Butt'r
- Chain Lube
- Handlebar Map Case
- Compass

EMERGENCY INFORMATION

Emergencies
DIAL 911

AREA HOSPITALS

It is, of course, our hope that no one will need this information. In the unfortunate chance that you do, print this off and keep it with you and your support crew.

GREATER BENTONVILLE AREA

Northwest Medical Center | Bentonville

- › 601 SW Regional Airport Blvd Bentonville, AR 72713
- › (479) 553-1000

Mercy Bella Vista | Bella Vista

- › 23 Sugar Creek Center Bella Vista, AR 72714
- › (479) 802-5555

TO THE NORTH

Pineville Medical Clinic (Missouri)

- › 5265 US-71, Pineville, MO
- › (417) 223-4290

Freeman Neosho Hospital (Missouri)

- › 113 West Hickory Street, Neosho, MO
- › (417) 451-1234

OCH Noel Family Clinic (Missouri)

- › 125 Main Street, Noel, MO 64854
- › (417) 475-6151

Mercy Hospital Cassville (Missouri)

- › 94 Main Street, Cassville, MO
- › (417) 847-6000

SPONSORS

We thank the following sponsors for making **Life Time Big Sugar Gravel** presented by **Mazda** possible. Whether local or national, we ask our participants and fans to look to these sponsors first for the services or products they provide. We truly could not host these amazing events without all of you.

OUR MOST SINCERE THANKS TO YOU ALL!

LIFETIME®



Chamois Butt'r®

CRAFT

GARMIN



küat



Miir



SHIMANO



WILDE
PROTEIN CHIPS



visit Bentonville



ZIPP



ripple

